

**TO:** Governor  
**FROM:** John Arledge  
**DATE:** March 26, 2004  
**SUBJECT:** K-12 communications  
**CC:** Charlie Williams

I feel strongly that we need to go ahead and reach some decision with Senate leaders on how we are going to address K-12. I think some of our Senate allies are getting soft on the issue, and the environment is only going to get worse. Even if they don't like the answer, they may feel better if they know that a strategy is being prepared.

If we are going to take the position that there is no additional money available for K-12, then we need to get the Senate ready for that possibility and begin planning a communications strategy that anticipates such an outcome.

If we are going to make an attempt to add some additional money to the K-12 budget, then we need to put our heads together with the Lt. Governor and decide what we think we can do and how to sell it.

As I look at a potential message schedule over the next six weeks, I like what we have ready for a workforce development

victory lap, tort reform warfare, and tax and spending negotiations. However, K-12 education will be a big wild card that will require proper preparation...and we are not ready.